



**EdMaestro Academy**

IMPARTING EXPERTISE

A Unit of EdMaestro Private Limited

Training & Consulting Company registered under MCA and Ministry of MSME, Govt. of India

## ONLINE WORKSHOP

### Basic & Advanced Structural Equation Modelling with SmartPLS 4

2 months License Key\* of SmartPLS 4 as additional support from SmartPLS GmbH, Germany

9<sup>th</sup> – 13<sup>th</sup> Sept 2024

6:15 – 8:30 PM (India)

#### Day 1 Introduction to SEM

- Principles of SEM & Difference between CB-SEM and PLS-SEM
- Building Theory based models for Research Papers and Thesis
- Evaluating Multivariate Normality using "WebPower",  $G^*$ power for Sample Size
- Structural & Measurement Model Specifications - Reflective and Formative Constructs

#### Day 2 Measurement Model

- Installing and getting familiar with the interface of SmartPLS
- Common Method Bias, Confirmatory Tetrad Analysis
- Building Model using SmartPLS - Datasets of Recent Papers and SmartPLS Projects
- Measurement Model Assessment - Reflective, Formative

#### Day 3 Structural Model & Mediation

- Structural Model Assessment - Collinearity, Path Coefficients, Explanatory Power -  $R^2$ , Effect size -  $f^2$ , Model Fit - SRMR
- Predictive Power - PLS Predict ( $Q^2$ ), CVPAT
- Mediation Analysis - Full & Partial Mediation, Parallel Mediation, Serial Mediation

#### Day 4 Moderation, MGA, IPMA, NCA, cIPMA

- Continuous & Categorical Moderators - Interaction Effect & Simple Slope Analysis
- Multi Group Analysis (MGA) and Measurement Invariance using MICOM
- PROCESS - Moderated Mediation, Moderated Moderation, Control Variables
- Necessary Condition Analysis (NCA), IPMA and cIPMA

#### Day 5 Higher Order Models & CB-SEM

- Higher Order Models - When to use, Types of HOC
- Higher Order Models Estimation - Repeated Indicators and Two-Stage Approaches
- Conducting CB-SEM in SmartPLS 4

### RESOURCE PERSON

**Dr. Anubhuti Dwivedi** is an academican and entrepreneur with more than 23 years of experience in teaching, consulting, and research in the area of Economics, Finance, Strategy, Behavioural Sciences and Entrepreneurship. She is a doctorate in Economics and double post graduate in Economics & Management with strong background of Mathematics, Statistics and Economics in graduation. She has worked as Head of various reputed institutions during her academic career leading their academic delivery, research & quality transformation as the Dean / Director. She is an expert in research methodology and highly skilled in analysis with research software like SPSS, SmartPLS, E-Views, DEAP, DPIN, MaxQDA, NVivo, and RStudio. She is a certified Mendeley Advisor and has graduated from PLS Academy powered by SmartPLS GmbH, Germany in all basic and advanced modules of PLS. Her publications include 6 books, 2 cases published by Case Centre, U.K. and several research papers including those in Scopus and ABDC indexed journals. She has successfully completed a research project funded by New York University, U.S. and National Stock Exchange, India. She is on the editorial board of various journals and is a research mentor to numerous scholars. She is also trained from Entrepreneurship Development Institute of India in entrepreneurship mentoring, and is an IBM certified Design Thinking Practitioner. She holds specializations in Advanced Excel and Virtual Teaching from reputed International Universities. She has been awarded with The Women of Excellence Award by Business View and recognized as one of the 10 most influential women leaders in Indian Education by Higher Education Digest.

Indian Participants Fee: INR 1850

Bank UPI/Paytm/GPay/PhonePe to [edmaestro@icici](mailto:edmaestro@icici)

IMPS to EDMAESTRO PRIVATE LIMITED

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Registration Link: <https://forms.gle/aXy3c6qjN8taot7t5>

\* EdMaestro is not charging any fee for the license key and is not accountable for its functionality in case of any unforeseen issues. We also do not possess technical expertise in the software and participants need to contact [support@smartpls.com](mailto:support@smartpls.com) themselves for any technical issues in software installation or functioning arising during or after the workshop.



Foreign Participants Fee: USD 35

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Bank Transfer to EDMAESTRO PRIVATE LIMITED

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Registration Fee once paid is non-refundable

E-Certificates, Practice Data-Sets & Study Material for reference

Session Recordings (1 year viewing access)

Self-Assessment Quiz with display of correct answers

**SPECIAL FORUM MEMBERSHIP FOR GUIDANCE AND QUERY SOLVING AFTER THE WORKSHOP FOR ALL PARTICIPANTS**

Contact: +91- 9310930533

Email: [info@edmaestro.in](mailto:info@edmaestro.in)

Website: [www.edmaestro.in](http://www.edmaestro.in)